



www.wlwt.com

**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

**CONTRACT.**

<u>Contract / Revision</u> 943984 /		<u>Alt Order #</u> 06289660
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 09/11/12 - 09/17/12		<u>Estimate #</u> 976
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/30/12 / 08/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Mica Hansen	<u>Sales Office</u> HRP -Washington
<u>Special Handling</u>		
<u>Demographic</u> Adults 25+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Mentzer Media Services**  
**600 Fairmont Ave**  
**Suite 306**  
**Towson, MD 21286**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	09/11/12	09/14/12	6-7a news	6-7a		:30			NM	4	\$3,200.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$800.00			
2	WLWT	09/11/12	09/14/12	NBC Today Show	7-9a		:30			NM	4	\$6,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$1,500.00			
3	WLWT	09/11/12	09/14/12	NBC Today Show II	9-10a		:30			NM	8	\$2,400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				8	\$300.00			
4	WLWT	09/11/12	09/14/12	12-1230p M-F news	12-1230p		:30			NM	4	\$1,000.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$250.00			
5	WLWT	09/11/12	09/14/12	DR OZ EF	4PM-5PM		:30			NM	4	\$1,600.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$400.00			
6	WLWT	09/11/12	09/14/12	5-530p M-F news	5-530p		:30			NM	4	\$2,500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$625.00			
7	WLWT	09/11/12	09/14/12	530-6p M-F news	530-6p		:30			NM	4	\$2,500.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$625.00			
8	WLWT	09/11/12	09/14/12	6-630p M-F news	6-630p		:30			NM	4	\$1,600.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 08/30/12 / 08/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$400.00			
9	WLWT	09/11/12	09/14/12	NBC Nightly News	630-730p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$800.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WLWT	09/10/12-09/16/12		NBC Nightly News	630-730p	-TuWThF----	:30		<del>\$800.00</del>	NM		
Credited												
2	WLWT	09/10/12-09/16/12		NBC Nightly News	630-730p	-TuWThF----	:30		<del>\$800.00</del>	NM		
Credited												
3	WLWT	09/10/12-09/16/12		NBC Nightly News	630-730p	-TuWThF----	:30		<del>\$800.00</del>	NM		
Credited												
4	WLWT	09/10/12-09/16/12		NBC Nightly News	630-730p	-TuWThF----	:30		<del>\$800.00</del>	NM		
Credited												
10	WLWT	09/11/12	09/14/12	7-730p	7-730p		:30			NM	4	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$750.00			
11	WLWT	09/11/12	09/14/12	730-8p	730-8p		:30			NM	4	\$3,200.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				4	\$800.00			
12	WLWT	09/11/12	09/15/12	11-1135p M-Su	11-1135p		:30			NM	5	\$7,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTFs-				5	\$1,500.00			
13	WLWT	09/15/12	09/15/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$700.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----2-				2	\$350.00			
14	WLWT	09/15/12	09/16/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	4	\$2,400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----SS				4	\$600.00			
15	WLWT	09/16/12	09/16/12	NBC Sunday Today	Su8-9a		:30			NM	2	\$2,200.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----2				2	\$1,100.00			
16	WLWT	09/16/12	09/16/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	\$600.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$600.00			
17	WLWT	09/16/12	09/16/12	NFL Pre-Game	NFL		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$1,500.00			
18	WLWT	09/16/12	09/16/12	NFL Regular Season	NFL		:30			NM	1	\$3,000.00
Class of Time - Immediately Pre-emptible without notice												

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943984 /	06289660

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/11/12 - 09/17/12	CROSSROADS GPS	976

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	08/30/12 / 08/30/12

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----1				1	\$3,000.00			
19	WLWT	09/17/12	09/17/12	6-7a news	6-7a		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$800.00			
20	WLWT	09/17/12	09/17/12	NBC Today Show	7-9a		:30			NM	1	\$1,500.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$1,500.00			
21	WLWT	09/17/12	09/17/12	NBC Today Show II	9-10a		:30			NM	1	\$300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$300.00			
22	WLWT	09/17/12	09/17/12	12-1230p M-F news	12-1230p		:30			NM	1	\$250.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$250.00			
23	WLWT	09/17/12	09/17/12	DR OZ EF	4PM-5PM		:30			NM	1	\$400.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$400.00			
24	WLWT	09/17/12	09/17/12	5-530p M-F news	5-530p		:30			NM	1	\$625.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$625.00			
25	WLWT	09/17/12	09/17/12	530-6p M-F news	530-6p		:30			NM	1	\$625.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$625.00			
26	WLWT	09/17/12	09/17/12	6-630p M-F news	6-630p		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$800.00			
27	WLWT	09/17/12	09/17/12	NBC Nightly News	630-730p		:30			NM	1	\$800.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$800.00			
28	WLWT	09/17/12	09/17/12	7-730p	7-730p		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$800.00			
29	WLWT	09/17/12	09/17/12	730-8p	730-8p		:30			NM	1	\$800.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$800.00			
30	WLWT	09/17/12	09/17/12	11-1135p M-Su	11-1135p		:30			NM	1	\$1,500.00
Class of Time - Immediately Pre-emptible without notice												

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-----				1	\$1,500.00			
D 31	WLWT	09/11/12	09/14/12	STEVE HARVEY DAY	STEVE HARVEY I		:30			NM	0	\$0.00
D 32	WLWT	09/11/12	09/14/12	Days of Our Lives	1-2p		:30			NM	0	\$0.00
D 33	WLWT	09/11/12	09/14/12	6-630p M-F news	6-630p		:30			NM	0	\$0.00
Class of Time - Immediately Pre-emptible without notice												
N 34	WLWT	09/11/12	09/14/12	STEVE HARVEY DAY	STEVE HARVEY I		:30			NM	1	\$400.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				1	\$400.00			
N 35	WLWT	09/11/12	09/14/12	430-5a News	430-5a		:30			NM	1	\$30.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-TWTF--				1	\$30.00			
Totals											74	\$54,530.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/17/12	74	\$54,530.00	\$46,350.50
<b>Totals</b>	<b>74</b>	<b>\$54,530.00</b>	<b>\$46,350.50</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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